

Project Name

iPhone Copy

By Kasen Teoh

Project Charter

A. Project Purpose:

- a. Currently, iPhones are one of the most expensive and most popular smartphones on the market. With the recent pandemic of Covid-19, and the temporary decline of the economy, the company should create a smartphone to improve user satisfaction from the perspective of pricing. By lowering retail prices, the company could gain numerous more users, while also maximizing profit.

B. Measurable Project Objectives and Related Success Criteria

Retail price to be 50% less (around \$550) of what the current iPhone costs	Taking the current iPhone to cost around \$1100 USD, the retail price of the final product should be no more than \$550.
Maintain a 20% profit	Retail price of \$550 USD and a profit of 20% means that for every phone sold, the company profits \$110 USD. The cost of production for each iPhone copy should be no more than \$440 USD.
To be available for sale for at least 45 days after the launch date	Making a quality smartphone and being able to produce the smartphone for 45 days at no loss for the company.
To launch the product on November 14, 2020 with at least 1,400 inventory	Product launches on November 14, 2020. This means that the completion of the product should be done on October 31, 2020, leaving two weeks (14 days) for production and shipping, available for sale on November 14, 2020.

C. High-Level Requirements

- a. An iPhone copy will allow for the lower income population to also purchase high quality smartphones at a lower price
- b. Draw new/future customers to our brand, growing our company
- c. Demonstrate to the general public that the increasing price on smartphones is due to corporate greed of expanding profits at the cost of the customers

D. Assumptions and Constraints

- a. In order for the retail price to be 50% less of the current iPhone, the product's parts will be ordered from a Chinese manufacturer and then sent to Chinese assembly company to maintain a low production cost

E. High-Level Risks

- a. Budget Risk: The production of the phone may exceed the budget amount of \$440 for 1,400 phones.
- b. Schedule Risk: If unforeseen circumstances arise, the product may not be available on its due date
- c. Market Risk: Purchasing from a foreign manufacturer, the exchange rate may fluctuate, possibly leading to higher costs

F. Summary Milestone Schedule

- a. Design Approval
- b. Manufacturer Contracts
- c. Product Samples and Testing
- d. Establishing and Fixing Bugs and Errors
- e. Product Completion

G. Summary Budget

- a. Expectation of the entire product production cost should be at most \$646,000 for 1,400 models of a phone with a production cost of \$440 each.

Work Breakdown Structure

- A. iPhone Copy → Budget: \$646,000
 - a. (1) Design:
 - i. (1.1) Product Design → \$10,000
 - 1. Assigned to product designers
 - b. (2) Software:
 - i. (2.1) Operating System Creation→ \$200,000
 - 1. Assigned to back-end software engineers
 - ii. (2.2) User Experience Personalization → Budget: \$150,000
 - 1. Assigned to front-end software engineers
 - iii. (2.3) Software Testing/Fixes → Budget: \$100,000
 - 1. Assigned to software testers
 - c. (3) Hardware:
 - i. (3.1) Production → Budget: \$60,000
 - 1. Assigned to Chinese Manufacturer Company
 - ii. (3.2) Assembly → Budget: \$60,000
 - 1. Assigned to Chinese Assembly Company
 - iii. (3.3) Validation of Parts→ Budget: \$100,000
 - 1. Assigned to mechanical and electrical Engineers
 - d. (4) Prototype Testing:
 - i. (4.1) Sample Product Testing → Budget: \$20,000
 - 1. Assigned to product testing team
 - e. (5) Shipping/Receiving:
 - i. (5.1) Receiving Product → Budget: \$50, 000
 - 1. Assigned to quality assurance team
 - f. (6) Project Management:
 - i. (6.1) Planning
 - ii. (6.2) Initiating
 - iii. (6.3) WBS
 - iv. (6.4) Closing Report

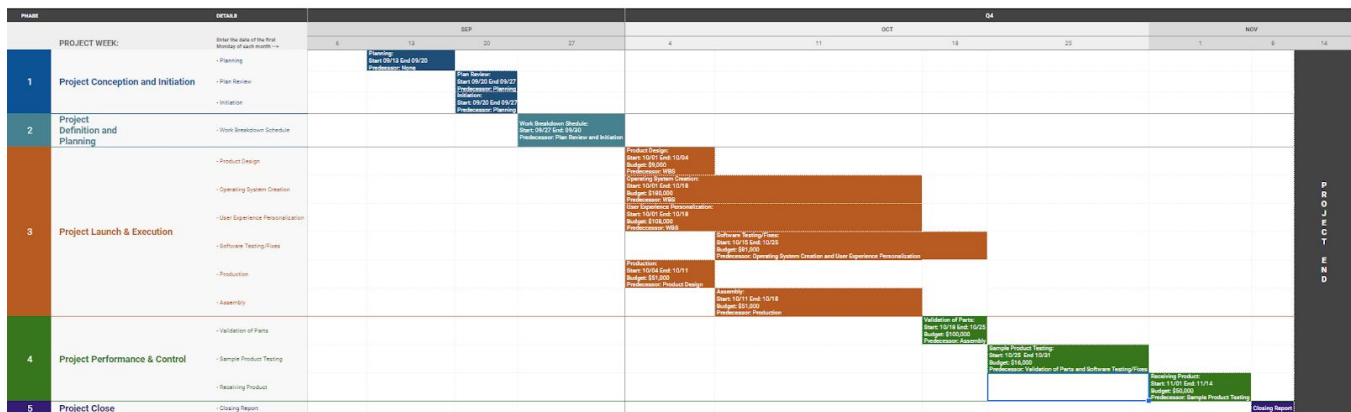
Sequence Project Activities

WBS ID	Activity/Task Name	Predecessor
6.1	Planning	None
1.1	Product Design	Planning
2.1	Operating System Creation	Product Design
2.2	User Experience Personalization	Operating System Creation
2.3	Software Testing/Fixes	User Experience Personalization
3.1	Production	Software Testing/Fixes
3.2	Assembly	Production
3.3	Validation of Parts	Assembly
4.1	Sample Product Testing	Validation of Parts
5.1	Receiving Product	Sample Product Test
6.4	Closing Report	Receiving Product

Project Schedule

PROJECT Schedule

PROJECT TITLE: iPhone Copy
PROJECT MANAGER: Robert Tech



Project Budget

iPhone Copy

Project Budget

Project Info

Project Lead: Kasen Teoh
Start Date: 9/13/2020

Budget Summary

Budget	Actual
\$ 646,000	\$ -

Tasks	Labor		Materials		Fixed Costs			Budget	Actual
	Hrs	Rate	Units	\$/Unit	Material	Travel	Other		
Design								\$ 9,000	
Product Design	18	\$500.00						\$9,000.00	
Software								\$ 369,000	
Operating System Creation	72	\$2,500.00						\$180,000.00	
User Experience Personalization	72	\$1,500.00						\$108,000.00	
Software Testing/Fixes	54	\$1,500.00						\$81,000.00	
Hardware								\$ 202,000	
Production	56	\$15.00			\$50,000			\$51,000.00	
Assembly	56	\$375.00	1,500	\$20.00				\$51,000.00	
Validation of Parts	30	\$2,000.00	1,500	\$20.00				\$100,000.00	
Prototype Testing								\$ 16,000	
Sample Product Testing	36	\$20.00	1,500	\$10.00				\$16,000.00	
Shipping/Receiving								\$ 50,000	
Receiving Product						\$50,000		\$50,000.00	

I came up with this project budget by using bottom-up estimating. I used bottom-up estimating because each deliverable was specific enough to obtain the knowledge of the pay rate and the duration of the task. We will be handling the production and assembly of parts in a foreign country leading to lower costs.

Responsibility Assignment Matrix

RACI Matrix

Roles and Responsibilities

iPhone Copy

Responsible, Accountable, Consulted, Informed

Deliverable or Task	Status	ROLES									
		Sponsor	Executives	Project Manager	Software Engineer Lead	Hardware Engineer Lead	Quality Control Lead	Design Team	Manufacturer	Assembler	
Phase 1											
Product Design		A	I	I	I	I	I	R	C	C	
Phase 2											
Operating System Creation		I	I	A	R	C					
User Experience Personalization		C	I	A	R	I					
Software Testing/Fixes		C	I	A	R	C					
Phase 3											
Production		C	I	A		C	I		R	I	
Validation of Parts		I	I	A		R			I	I	
Receiving Products		I	I	A			R				

R	Responsible
A	Accountable
C	Consulted
I	Informed

Assigned to complete the task or deliverable.
Has final decision-making authority and accountability for completion. Only 1 per task.
An adviser, stakeholder, or subject matter expert who is consulted before
Must be informed after a decision or action.

Project Risks

		SEVERITY →		
LIKELIHOOD ↓		1	2	3
		1	2	3
1	1	LOW - 1 -	LOW - 2 -	MEDIUM - 3 -
	2	LOW - 2 -	MEDIUM - 4 -	HIGH - 6 -
	3	MEDIUM - 3 -	HIGH - 6 -	HIGH - 9 -

1. Market Risk

- a. If a negative problem regarding market risk occurs, then the project will be negatively impacted due to the lack of funding. However, if the USD to RMB currency market does not drop, but increases, it will prove beneficial to the project as it will result in cheaper labor and products
- b. To lessen the impact of this risk, we would set aside a management reserve as there is no way of 100% identifying the currency market
- c. If this risk occurs, we would have to take money from the management reserve. If this proves to be insufficient funds, we would have to communicate with the sponsors about next steps.
- d. The impact of this risk is medium (2)
- e. The likelihood of this risk occurring is a medium (2)

2. Schedule Risk

- a. If the project is behind schedule, then the product delay may be impacted due to a lack of time management. On the other hand, if the project is ahead of schedule, the sponsors may choose to do an early launch or continue to test the product to ensure its perfection
- b. To lessen the impact of a schedule risk, scheduling bi- or tri- daily meetings to meet with leads to ensure that everything is on schedule
- c. If this risk does occur, schedule a meeting to identify the problem, the root of the delay and figure out why it is occurring. Consequently, a push back of the product release date or revisiting the scope of the product
- d. The impact of this risk is high (3)
- e. The likelihood of this risk occurring is medium (2)
- f. Overall priority of this risk is 6

3. Scope Creep

- a. If scope creep occurs, then the product delay may be impacted due to a number of changes
- b. To lessen the impact of scope creep, implementing a formal change process for all employees to understand

- c. If scope creep does occur, revisiting the project charter would clearly define the scope of the project and if the change that is to be implemented is not in the charter, then it should not be implemented, guiding the project back on track
 - d. The impact of this risk is high (3)
 - e. The likelihood of this risk occurring is low (1)
 - f. Overall priority of this risk is 3
4. Production Delays
- a. If production delays occur, then the product would be delayed. For everyday the production is delayed, the product release date is in danger of being delayed a day as well
 - b. To lessen the impact of this risk, frequent communication with the production company, possibly bi-daily, to communicate production speed and schedule
 - c. If this risk does occur, having another production company standby in case the current production company fails to keep up with schedule
 - d. The impact of this risk is medium (2)
 - e. The likelihood of this risk occurring is medium (2)
 - f. Overall priority of this risk is 4
5. Software Risk
- a. If software risk occurs, then the overall product is affected. Depending on the bug or error in the software, the release date may or may not be affected
 - b. To lessen the impact of this risk, communication with the software engineer lead is crucial. Identifying the risk early is best to leave time for fixes
 - c. The contingency for this risk is there are two portions in this plan set aside to test the product. One tests the software, while the other tests the product as a whole. Extensive testing in these two tasks would lead to an on time product.
 - d. The impact of this risk is medium (2)
 - e. The likelihood of this risk occurring is low (1)
 - f. Overall priority of this risk is 2
6. Faulty Product Risk
- a. If a faulty product risk occurs, depending on how faulty and how wide scale the faulty product is, it may or may not affect the release of the product
 - b. To lessen the impact of this risk, communicating with the hardware engineer lead is crucial. Any mistakes or errors should be reported right away to figure out the cause
 - c. The contingency for this risk is that different batches of the product will be produced at one time. While this may not be as fast as producing the products all at once, if a faulty product does occur, it may all occur in a product pertaining to the same batch. Therefore, the search for other faulty products would be smoother
 - d. The impact of this risk is medium (2)
 - e. The likelihood of this risk occurring is low (1)
 - f. Overall priority of this risk is 2
7. Shipping Risk
- a. If a shipping risk occurs, it might not affect the project deadline as much as other risks. However, it may lead to a loss in products or some funds.

- b. To lessen the impact of this risk, shipping them in batches would allow for a low probability of a shipping risk to occur. Additionally, checking the weather conditions on the shipment's path can lessen the probability of having an accident due to weather.
- c. The contingency for this risk is having insurance for these products is crucial in case anything occurs and the products are lost or damaged
- d. The impact of this risk is low (1)
- e. The likelihood of this risk occurring is low (1)
- f. Overall priority of this risk is 1